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OPTIMIST

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Jacksonville, Illinois May, 1925

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FRONT COVER

For our front cover this month we have an excellent photograph of Mr. C. Horton's No. 5 BIG ELI Wheel. This photograph was taken at Crawfordsville, Indiana last year. The BIG ELI at that time was booked on the Ellman Amusement Company. Mr. Horton is shown in the immediate foreground at the left and Mrs. Horton is shown standing by the ticket-box.

Mr. Horton makes a visit to the Factory of ELI BRIDGE COMPANY annually and we had the pleasure of a visit with him not long since. Mr. Horton keeps a complete set of books on the operation of the BIG ELI No. 5. It is the most complete and efficient set of books it has ever been our pleasure to investigate. Mr. Horton has a record of every transaction, every day's business and the expense on that day since he purchased the BIG ELI Wheel. He also brings us some very gratifying reports on the efficiency of the ELI Power Unit.

The Wheel shows that excellent care has been taken in its upkeep. Mr. Horton makes the riding device business pay by careful attention to business and taking care of all details. Any one who takes the care of his riding device as Mr. Horton takes care of the BIG ELI Wheel. Attending to all details, keeping it in excellent appearance, attending to minor repairs when first needed will help to make a success of any business, whether it be the riding device business or some other business.

Mr. Horton has booked his Wheel for the season of 1925 with M. J. Lapp Greater Shows.

NEWS FROM THE RIDES

Mr. Roy Little of Portsmouth, Ohio was a visitor at the plant of ELI BRIDGE COMPANY April 11th. Mr. Little, having recently purchased a No. 5, 1925 Model BIG ELI Wheel, thought perhaps the best way to get first hand information about erecting BIG ELI Wheels was to come to the plant of ELI BRIDGE COMPANY and Mr. Little decided to stay over until Monday, April 13th, where he was an interested spectator in the assembling room while the boys assembled his BIG ELI. Mr. Little will operate his 1925 Model BIG ELI No. 5 on the Ellman Shows during the coming season.

Mr. Ben O. Roodhouse,
Jacksonville, Ill.
Dear friend Ben:

Just a few lines to let you know I am back on the job for the coming season with Mr. Francis of the John Francis Shows. I was late getting here this year and found the BIG ELI all painted and getting its share of the business.

Looking over this month's copy of the OPTIMIST I decided I would write and inquire the price of the ELI Ticket Box that you have described. I would also like to have you quote me the price of a new set of baseboards as mine are warped and I have difficulty in finding timber that is suitable to make them from.

We go to Abilene, Texas for the next spot.

Yours very truly,
MERLE MARTIN, Operator,
John Francis Shows.

ELI BRIDGE COMPANY
Jacksonville, Ill.
Gentlemen:

This is my first experience with what is called a Ferris Wheel. We call ours "The BIG ELI". We do not hestiate to say that any Show people contemplaplating buying a Ride positively can make no mistake in buying a BIG ELI

and also an ELI Power Unit. We have operated 23 nights since we opened here in Dallas and we have not had one bit of trouble, not even had to clean spark plugs. I want to say this for the BIG ELI. We took our BIG ELI out of the Warehouse and put it in operation in 7 hours the first time. The 2nd time we put it up in 5 hours and we did not make one mistake, did not have to change one piece and we did not have any help. We just took the instructions furnished us and went ahead. I think we can put it up in 4 hours next time. I must say that the BIG ELI is the finest Wheel sold today as they are secure and safe and so simple to put up and operate. Anyone wanting a riding device can make no mistake in buying a BIG ELI Wheel or Power Unit.

If any of your prospective customers are around Dallas kindly have them drop around and see what our Wheel is doing. Business is fairly good for still spots. We are getting from $25.00 to $75.00 each night playing two weeks stands.

Just a word for the Calliaphone, it is the best money can buy. I have it mounted on a one ton Ford Truck Circus Body and it is all that it was recommended to be.

I will send you some photographs as soon as I get my show all up. Wishing the BIG ELI Family much success and a prosperous year, I am

Yours very truly,
BIG A AMUSEMENT CO.,
By—C. Atkins, Owner.

The photograph of the young gentleman shown on this page is R. E. Barnett of Griffin, Indiana, who owns a No. 5 BIG ELI Wheel. Mr. Barnett is an enthusiastic ride operator and a first class business man. He wrote us recently in regard to the BIG ELI Wheel.

"Mighty glad I own a BIG ELI Wheel because I do not have to worry about it. Thanks for the name of the Operator, I wrote him to-day."

Again Mr. Barnett writes.

"Your letter received a few days ago and thanks for information enclosed. It is certainly fine to have the co-operation of ELI BRIDGE COMPANY. Under separate cover I am mailing you two pictures, possibly you may want to use them in the OPTIMIST. The BIG ELI is the best on the market, always popular, always making money and always the same."

R. E. Barnett

We hereby express our appreciation of Mr. Barnett's courtesy in loaning us this photograph and allowing us to use excerpts from his letters.

We are indebted to Mr. Abner K. Kline, Manager of the Abner K. Kline Shows, for the excellent photograph of his Midway shown on this page. Mr. Kline in writing to Mr. Sullivan says.

Mr. Lee Sullivan,
Jacksonville, Illinois.

Dear friend Lee:

I am mailing you several photographs of the Midway of the Abner K. Kline Shows at the Orange Show at San Bernardino, California, which will give you a general idea of what the Midway looks like and perhaps the Editor of the OPTIMIST will be able to use them sometime when he has nothing else to fill up his columns.

You know this is my first attempt in trying to operate a BIG ELI Ferris Wheel and I am glad to say that the BIG ELI Wheel, regardless of its age, is getting its full share of the business and is the only ride on which we are getting 15c. There 'must be a reason.' Do you know of a good BIG ELI Ferris Wheel man out this way who can handle a BIG ELI Wheel the way it should be handled. I do not know very much about a BIG ELI Wheel. If you know of any one out here in this section kindly steer him towards the Abner K. Kline Shows and we will certainly appreciate it.

Abner K. Kline Shows

Business in California is not so good but we manage to move and hope to keep on moving until we hit better luck. However, I realize we are trooping when you fellows are still shoveling coal to keep warm. With kindly personal regards, I am

Yours very truly,

ABNER K. KLINE

The photograph shown on this page is an excellent photograph of the No. 5 BIG ELI Wheel and was furnished to us by Mr. Robert H. Barlow, BIG ELI Operator. The BIG ELI Wheel shown here is the property of Barlow's Big City Shows and was taken during the year of 1924. Harold Barlow, Manager is shown in the photograph. The BIG ELI Wheel has every appearance of fine care. Note the strand of lights and also the star effect in the lighting system on this Wheel.

BIG ELI No. 5, Barlows Big City Shows

Barlow's Big City Shows wintered in Granite City, Illinois during the winter of 1924-1925.

Mr. C. W. Naill who owns a No. 5, 1923 Model BIG ELI Wheel has always been a booster for BIG ELI Wheels and a particular friend to the OPTIMIST. Mr. Naill has furnished us excellent photographs from time to time and the photograph shown on this page is the last photograph we received. Mr. Naill wrote us under recent date.

Mr. Ben Roodhouse,
Jacksonville, Illinois.

Dear Sir:

Mr. Crabtree can use my last letter in the OPTIMIST if he cares to and I am going to have some nice pictures of my Wheel made as soon as it is set up and send him one as asked, but have only a small one now and it does not show up nicely.

C. W. Naill's BIG ELI No. 5

I am going to send one of the Swing too as it will be like new when it is finished. L. E. Duke has done a wonderful job of painting on both the BIG ELI Wheel and the Merry-go-round, and I have booked a Chair-o-plane for this season which belongs to Mr. Gaugh of Fort Worth, Texas. This year I will carry four rides and I am going to buy another ride myself a little later.

Do not forget that we are readers of the OPTIMIST. Doc Stanton will have charge of my Wheel this year and I hope I will not have to change as he is a good man.

I am sending a small picture of my Wheel which I hope you can use in the OPTIMIST.

We are proud of our entrance to the Wheel as it is covered with lights and looks like a house on fire.

Mrs. Naill, myself and Taylor are the people near the box.

Yours for success,

C. W. NAILL.

Henry Oldham's BIG ELI No. 5

The photograph shown on this page is the BIG ELI No. 5, the property of Henry Oldham. We recently published a photograph of Mr. C. W. Oldham, Father of Henry Oldham, of which he wrote us recently.

"Received the February OPTIMIST and the young man's picture, C. W. Oldham, looks natural."

Mr. Oldham will operate a Calliope with the BIG ELI Wheel the coming season. Mr. Oldham is another satisfied BIG ELI Wheel owner.

We have a few lines from our friend Walter K. Sibley of Argentine, South America.

ELI BRIDGE COMPANY
Jacksonville, Illinois

Gentlemen:

Just a few lines to you as you probably are interested in knowing how the operators of your Wheels are getting along, especially in foreign countries. By the way, have not as yet received the cables that I purchased through W. R. Grace and Company from you. They are laying in the Custom House at Valparaiso, Chile, it seems that no matter whose hands I place the matter in they are not able to get them out. Were we not so far away from there I would go over there myself and would probably get them in a hurry.

After about one year of continuous running, the Wheel and your very wonderful little ELI Power Unit are still functioning as well as on the first day of operating. We have spent practically nothing for upkeep on either one and our cable trouble having been caused entirely by carelessness, so of course we cannot blame that on the machine.

We have played from one end to the other of the Republic of Chile, having operated in about fifty places, in each one of which the Wheel did more than its share of the business. We have not lost one minute on account of mechanical trouble with the Wheel or engine, which means a great deal to a traveling showman.

Finally, with the internal disturbances in Chile and the further fact that we had about played the country out, we decided to hike across the Argentine

for the East Coast and we are in Santa Fe, after playing four places on the way.

This country is more progressive and up-to-date than Chile, has plenty of amusements of various kinds and one first class Amusement Park (The Parque Japones) in Buenos Aires. They also have a very fine water front location in Buenos Aires that they call the "Balneario" on the River Plate in front of the city. This place is quite popular with the multitude and the amusements there, including an ELI Wheel, are well patronized. The summer season is about over now as Autumn commences March 21st. We are moving North with the sun and while we can keep with the warm weather we cannot keep out of the rain, which comes with the Winter season in this part of South America. In Chile we were not only able to keep out of the cold but also out of the rain, as in the Northern part of Chile it never rains, which means that if there were plenty of business there it would be a Showman's Paradise.

Our general business has been very satisfactory but I am thinking of locating some stuff permanently at the finest resort in South America, if it is possible to get located there.

With kindest regards to all and best wishes for the continued success of your business and the good health of all members of your Company, I am,

Yours very truly,
WALTER K. SIBLEY,
Montevideo, Republic of Uruguay.

ELI BRIDGE COMPANY
Jacksonville, Illinois.

Gentlemen:

I think it is about time that I write you in regard to my No. 5 BIG ELI Wheel and ELI Power Unit. Both have been in operation for three long seasons and as yet I have had no repairs to make on the ELI Power Unit. I will say that it is the most practical power outfit for any ride. The Wheel has made a great amount of money for me and I am sorry to say that the territory I play isn't large enough or I would have another one of your BIG ELI Wheels. I am about to do a little work on the ELI Power Unit such as grinding the valves, etc., and I would like for you to send me as soon as possible a list of repair parts for both the ELI Power Unit and the BIG ELI Wheel. Thanking you in advance, I beg to remain

Yours very truly,
MICHAEL A. PRUDENT

PAINT

Now is the time to paint your BIG ELI Wheel.
It means more gross receipts on the season.

Special ELI Aluminum Enamel, Gallon	$5.00
Special ELI Aluminum Enamel, ½ Gallon	2.60
Orange Yellow Color Varnish, Gallon	3.20
Orange Yellow Color Varnish, ½ Gallon	1.85
Green Color and Varnish, Quart	2.00
Red Color and Varnish, Quart	2.00
Master Varnish, Clear, Quart	2.00

Seat Numbers per set for No. 16—$3.80; No. 12—$3.00; No. 5—$3.00; No. 10—$2.20.

Order shipped the same day received.
Use order blank and ask for more.

ELI BRIDGE COMPANY,
Jacksonville, Illinois

BOOKING LIST

The following Parks and Amusement Companies want to book BIG ELI Wheels for the season of 1925. We do not guarantee these Parks and Companies other than to give their name and address and such data as has been furnished us. Write us asking for address and information on any individual Park or Amusement Company by number as given in this list. (Example, if you desire information on Coreys Greater Shows, just ask for particulars on No. 9.)

1. Al Fresco Park
2. Arnolds Park
3. Clason Point Park
4. Conomac Park
5. Crystal Lake Park
6. Chutes at the Beach
7. Chicago Lake Park
8. Celoron Park
9. Coreys Greater Shows
10. All Canadian Shows
11. Dayton's Amusement Park
12. Geauga Lake Park
13. High Cliff Park
14. Healy's Park
15. Holloween Park
16. Hague Park
17. Highland Park
18. C. D. Scott Shows
19. Hamwey Amusement Co.
20. Interlaken Park
21. Illini Beach Park
22. Joyland Amusement Park
23. Joyland Park
24. Joyland Park
25. Klinkert Park
26. Lenape Park
27. Lakewood Park
28. Luna Park Amusement Co.
29. Lakeview Park
30. Lake James Beach
31. Lester Park
32. Mayflower Grove Park
33. Monroe Park
34. Malone Amusement Park
35. Mounds Park
36. Moundbuilder's Park
37. Midland Beach
38. Minerva Park
39. Mad Cody Fleming Shows
40. Metro Bros. Exposition Shows
41. Murphy Bros. Shows
42. Norumbega Park
43. Macy's Exposition Shows
44. Coal Belt Amusement Co.
45. Great Eastern Shows
46. Oak Grove Park
47. Porter Bros. Shows
48. Sewaren Beach
49. Sandy Beach
50. Shade Grove Park
51. Savin Rock Park
52. Summit Beach Park
53. Sea Breeze Park
54. Suburban Gardens
55. Unger's United Attractions
56. West Lake Amusement Co.
57. Willow Beach Park
58. Wonderland Exposition Show
59. Broad Ripple Park, Inc.
60. Forest Park
61. Seccaium Park
62. Walnut Gardens
63. McCullough Lake Park
64. Manasquan Amusement Park
65. River Gardens
66. Riverview Park
67. White City Park

PARKS

We have the following enthusiastic letter from Joyland, Inc., of Springfield, Massachusetts.

ELI BRIDGE COMPANY
Jacksonville, Illinois
Gentlemen:

Your kind letter and the OPTIMIST received, for which I thank you.

I am immediately filling out coupon and forwarding same to you. Joyland is a new Park I am developing here within the city limits of Springfield. It has a population of 200,000 and has a drawing population of over a million.

Joyland has a very beautiful natural lake of about thirty acres, two large bathing houses for ladies and gentlemen with over 3,000 steel lockers, I also have a large ball room floor 100 ft. x 100 ft.

I will esteem it a personal favor if you will get in touch with a BIG ELI Wheel owner and ask them to communicate with me at your earliest convenience on booking a Wheel in Joyland Park.

Faithfully yours,
HERBERT EVANS

Mr. F. M. Crabtree, Editor
The OPTIMIST
Jacksonville, Illinois.
My dear Mr. Crabtree:

Acknowledging the receipt of your valued favor of recent date with copy of The OPTIMIST and enclosed form for data on our Park. I wish to advise we have taken over what was formerly Utica Park and our general theme of making over the entire location has changed the name of the Park to Forest Park, owned and controlled by Forest Park, Inc.. Mr. William Krug, President.

We have already a sufficient number of applications for picnics which has inspired us to use a slogan called "A Picnic A Day", and with this in mind we have just closed negotiations with Mr. R. Hustling Haynes to assume charge of the Picnic Department by March 15th, 1925. The one very gratifying element in this matter is that these applications have all come to us in the last five weeks I have been in Utica and were absolutely unsolicited. Unsolicited because we had not reached that stage in our organization process to make a campaign for picnics, although such has always been our intention and now we are going after it with a vengeance. A Picnic A Day will soon be a reality and I look for many double headers.

Thanking you very much for your interest in our new project and trusting the enclosed data will be of assistance to you in securing us a BIG ELI Wheel, I am

Sincerely yours,
GEO. DOC OWENS

BIG ELI No. 16 for Coney Island, Cincinnati

The BIG ELI No. 16 shown above was sold to the Coney Island Company, Inc., of Cincinnati, Ohio.

A Monthly Magazine for the benefit of those interested in the riding device business. A magazine supporting clean amusements and published in the interests of ELI BRIDGE COMPANY of JACKSONVILLE, ILLINOIS, U. S. A., builders of the Famous BIG ELI WHEELS.

W. E. SULLIVAN.....President
R. A. YOUNG.....Vice President
LEE A. SULLIVAN.....Secretary-Treasurer
BEN O. ROODHOUSE.....Sales Manager
F. M. CRABTREE.....Advertising Manager

In our correspondence on the subject of BIG ELI Wheels we are many times asked for information on BIG ELI Wheels in Parks and if they are popular and profit earners so we thought that our OPTIMIST readers would be interested in knowing what our experience has been in the Park Department of the riding device business.

A good many years ago nine out of every ten BIG ELI Wheels were purchased for portable use. Park patrons were not educated to the perpendicular ride like the BIG ELI.

However, during the past years BIG ELI Wheels in Parks have become increasingly popular until last year 26% of all BIG ELI Wheels sold were located in Parks thruout this country. 70% of these Park Wheels were located in Eastern Parks and 30% in the Central Western Parks. Eastern States have the larger percentage on account of more Parks being located along the east Atlantic Coast and in the Eastern States than any other part of the United States of America.

In addition to this many Wheel owners who had been operating their Wheels portably have permanently located them in Parks and we know of many BIG ELI Wheel owners on the Pacific Coast and particularly in California locations who have placed their Wheels in Parks and have found the results of placing these Wheels to be satisfyingly profitable.

One No. 16 BIG ELI owner who placed his Wheel in a Central Western Park last year recently advised us that the No. 16 BIG ELI Wheel grossed more on the season than his road Wheel playing celebrations and Fairs. This customer is well satisfied with his investment and considers that he has a real profit earner in his No. 16 BIG ELI Wheel well located in a Park.

In another location of the OPTIMIST our booking list shows many Park managers who want to book BIG ELI Wheels but the demand for Wheels far exceeds the supply. Many of these parks in the booking list are splendid locations where BIG ELI Wheels would show a good return for the owner. We are satisfied that in years to come BIG ELI Wheels will be located in many of these parks now listed as wanting to book Wheels.

If you desire to enter a pleasant, profitable, outdoor amusement business, a BIG ELI Wheel located in a Park will give you just that. We are in position to furnish you with facts and figures on the experiences of BIG ELI Wheels owners in Parks and then let you decide for yourself whether a BIG ELI Wheel so located will be a good investment. We are firmly convinced that this is a splendid opportunity for many who are interested in the outdoor riding device business.

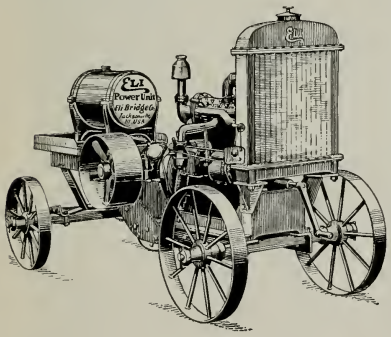
BIG ELI Wheels are Money Getters

BIG ELI TALKS

By the Sales Manager

One of the necessary requirements for the success of any ride owner is reliable power equipment. Many, many times in my visits with ride owners have I seen much money lost by an unsuccessful attempt to start a balky engine. Just last fall while visiting with a BIG ELI owner I saw his Wheel operator battling with a balky engine during the busiest hour of the evening. He explained to me that he had lost from fifty to sixty dollars that evening when his engine went back on him.

Of course I couldn't refrain from saying: "Why not an ELI Power Unit to replace that engine"? His answer was: "As soon as I can afford it I will have an ELI Power Unit".



To me there are three things about an ELI Power Unit that make it a practical engine for riding device use. First: **Simplicity**; any operator can readily understand this Power Unit and keep it running without excessive effort. Keeping the Unit clean and well supplied with gasoline, oil, and water. These are necessary requirements for general successful operation.

Second: **Surplus of power**; the ELI Power Unit will easily operate any portable riding device and not be overloaded in doing so. When patrons are riding to capacity the Power Unit easily takes care of the load and will easily do so continuously for many hours.

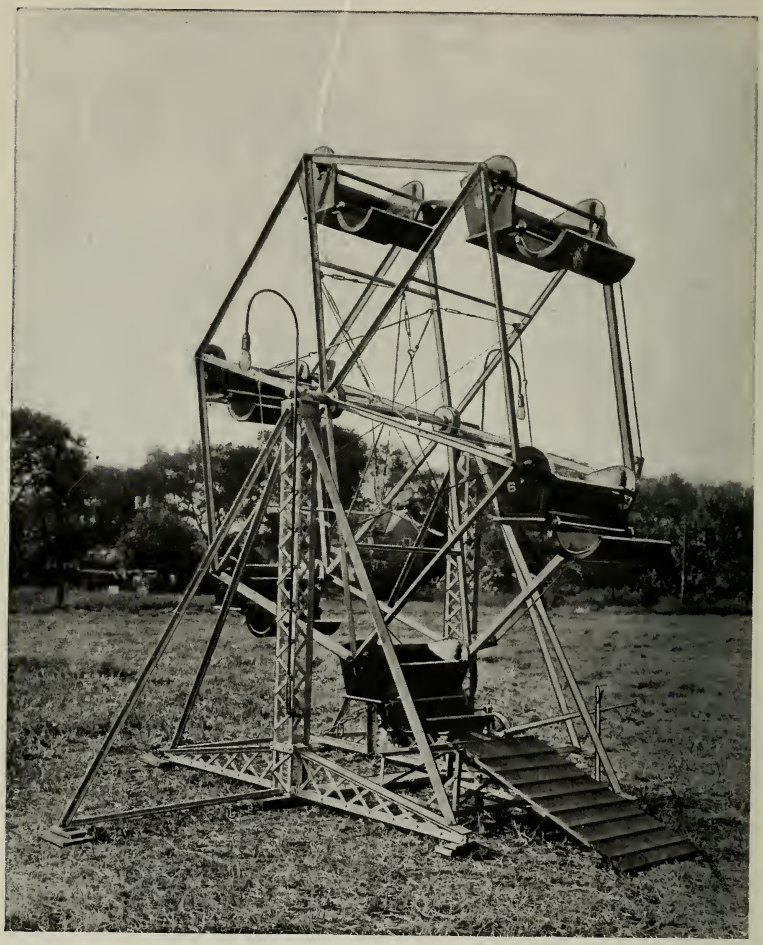
Third: The compactness and lightness of this engine outfit is a big item in its favor. The length of the entire truck (not including the hand tongue) is 7 ft. 6 in. The width is 3 ft. 6 in. It will readily enter any baggage car or box car door and with the cut-under front wheels can be located in the corner of a car or left standing in the doorway whichever is your plan of loading. The entire outfit only weighs 1172 lbs. This means much to the portable ride owner as a heavy engine outfit to be loaded the last thing when the help are all tired, is a burden. The ELI Power Unit can be easily loaded in a very short time.

Just one suggestion to the present user of gasoline engines. Standard Oil Company are furnishing at a majority of their filling stations what they call "Ethyl" Gasoline. This is high test gasoline, so treated to keep engine cylinders clean of carbon and it really does this. It costs a little more than the standard gasoline but use a tank of it occasionally, it will clean the carbon from your engine and give it additional power. Ask any Standard Oil Company Filling Station Manager about "Ethyl" Gasoline. If you desire further information on the ELI Power Unit you have but to write me and this information will gladly be furnished.

Sincerely yours,

Ben O. Roodhouse

BABY ELI WHEEL No. 6



The rule of the "House of ELI" is to use only the best material and never under any circumstance use anything of cheap quality. We wanted to build a Baby ELI Wheel just as good as the BIG ELI Wheel and to give the same service. We wanted the finished product to give the same satisfaction to owners as the BIG ELI Wheels have been giving for the past years. That

is why the Baby ELI Wheel resembles the BIG ELI Wheel.

The Baby ELI Wheel carries six miniature BIG ELI safety seats and these seats are made of the same material as the seats for the BIG ELI Wheel. They have folding foot bottoms, handle-bars, etc.

By exact measurements, the Wheel is 15 feet 7½ inches high and is 9 feet 2½ inches from the center of the axle to the bottom of the baseboards. The revolving steel wheel is 12 feet 2½ inches in diameter; the base is 11 feet long (front to back) and 16 feet 3½ inches wide to the outside of windbraces and center of bases 5 feet 5½ inches.

It is necessary that our readers have this data that you may know just how much space the Baby ELI Wheel will occupy.

The weight of this machine, including motor, all boxes, crates, tools and everything, is 2,594 lbs.

This Wheel is so built that it will last indefinitely. The material that goes in this Wheel is the best that money can buy. The spokes are of single Bessemer Steel angles fitted into a special shaped socket in the hubs. The rims are of STANDARD Bessemer ELI steel angle rims, as are all the seat pins, seats, driving blocks, cable and driving gear. In fact all are duplicates of the larger machine only in miniature size.

Two men can easily erect this Wheel without the aid of tackle blocks or machinery. The towers are duplicates of the large towers only that they have no hinge at the middle. They are short enough that they can be raised easily when erecting the Wheel. The braces are a combination of kneebrace, and corner guy cables of the BIG ELI Wheel.

The Wheel is controlled with a powerful heavy hand brake and clutch pulley so that the operator has absolute control of the Wheel at all times.

Your inquiry will receive attention the same day it is received. BIG ELI Service and Guarantee is behind all BIG ELI products, more especially the Baby ELI No. 6, 1925 Model. A post card will bring you all information concerning the Baby ELI Wheel.

The question all experienced ride men ask about a ride is—Is it a repeater? Whenever there is a new ride put on the market, experienced ride men and men who have had experience with similar devices, always ask that question—Is it a repeater? They may not be so particular about its construction or what it looks like or how much flash it has, but the main question invariably is—Is it a repeater? Our experience has been that customers will ride BIG ELI Wheels repeatedly because of the smoothness of the ride and because it does not leave a disagreeable sensation.

DRIVE CABLES

for

BIG ELI Wheel No. 16	$25.00
BIG ELI Wheel No. 12	22.00
BIG ELI Wheel No. 10	19.50
BIG ELI Wheel No. 5	19.50

Price f. o. b. Jacksonville, Illinois.
Order shipped the same day received.

ELI BRIDGE COMPANY,
Jacksonville, Illinois.

BIG ELI SEATS

After a conference with the Sales Manager, we thought it was the right time to call special attention to the BIG ELI seats with a view of replacing those that have now been in use for several years. The life or usefulness of BIG ELI Wheels has greatly exceeded our expectations. Likewise the seats have stayed in use longer than ordinary reason would suggest. In the course of twenty-five years there has naturally been some improvement on BIG ELI seats. For instance, the first BIG ELI seats had solid backs and ends and did not have the spindles like the present seats. Then Mr. Sullivan invented the folding foot bottom which was duly patented and this reduced the size of the crates considerably.

The next improvement was caused by a demand for white seats with special decorations. We have supplied these from time to time, as conditions demanded and for the year of 1925,we are making another improvement over the standard seats, which are finished in red and green. The improvement in decoration, which is the only improvement we stress, is made by using the decalcomania in addition to the gold transfer red and green figures. These decorations are of special gold transfer, stripping with blue and black shade; the seat backs, ends and foot bottoms are also decorated.

As is shown in the accompanying photograph, there is in the middle of each seat back a special gold transfer, blue, brown and black shade scroll that nicely fills the back of the seat, leaving an oval opening in the middle of the back for the gold transfer serial number of the seat.

It is impossible for us to show in the accompanying reproduction, the beautiful blending of colors, nor can we do justice to the excellent appearance of the decoration. It is impossible for us to reproduce the excellent beauty of 1925 BIG ELI seats finished in these decorations. These seats make a neat and flashy appearance. The gold effect predominates in the striping and special scroll.

BIG ELI WHEEL No. 5

The increasing demand for a smaller BIG ELI Wheel with the same carrying capacity as the original BIG ELI Wheel, caused us to bring out the No. 5. As the original BIG ELI Wheel was built portable, of course, the No. 5 had to be built likewise.

So carefully were the structural details worked out when the first BIG ELI Wheel was built, it was not necessary to make any radical changes in the fundamental construction of BIG ELI Wheels. Of course, as time passed Mr. Sullivan made added improvements, correcting faults as they appeared in the earlier machines, until we have a BIG ELI No. 5 which is the nearest perfect practical riding device we know.

There is nothing freakish or spectacular about BIG ELI Wheels. Our engineers and mechanics could have put other rides on the market. Our main object in the twenty-five years now past has been to design a Wheel, built especially to fit the needs of Carnival men. In the No. 5, which became popular from the moment we put it on the market until the present time, we believe we have the riding device that will suit the needs and meet every demand of riding device men who are particular about the machine being built durable and having earning power and one of low operating expense.

CONSTRUCTION

The structural parts of all BIG ELI Wheels are all made entirely of Bessemer steel, laced bases, towers, spokes, kneebraces, etc. The main axle and all pins are made from cold roll shafting steel. All of the parts with the exception of the cables, seats, etc., are made of malleables, which give added life to the BIG ELI Wheel. The seats are built of wood, steel and malleables

and are finished with the finest paint and upholstered in pantasote. The back and ends of the seats are padded with special padding material of good lasting quality. The cushions are built on a wood frame 15½ in. wide and 37½ in. long. You will note from these figures that the seats are roomy and comfortable.

The Wheel is operated by an endless drive cable, specially built for us by a firm with whom we have been doing business for many years.

The No. 5, 1925 Model BIG ELI Wheel carries 12 standard BIG ELI seats. It is 40 ft. 3 in. in height and has a carrying capacity of from 24 to 36 passengers per trip.

EARNING POWER

To appreciate the earning power of the No. 5 BIG ELI Wheel, you must first realize that facts out-weigh a thousand figures. We have on record here in our office the names of owners who have purchased their Wheels and in many instances have not only paid for their Wheels out of their earnings, but is was possible for them to purchase other riding devices and greatly assist them in getting into the Carnival business. Many Carnival owners are in business today, by having wisely laid the foundation of their business in the purchase of a BIG ELI Wheel, went on to success. (Names and addresses of BIG ELI owners will be given you upon request.)

OVERHEAD EXPENSE

When you consider your overhead expense in the operation of riding devices, there is one fact that you must not lose sight of, namely; that the BIG ELI Wheel does not require so many people to operate, and being built portable is so easily erected and taken down that it does not require an army of labor.

There are two facts to take into consideration when contemplating the purchase of a riding device. First, is its earning power. The No. 5 BIG ELI Wheel maintains a steady earning power and being on the market for twenty-five years, BIG ELI Wheels have become as standard as it is possible for riding devices to be and is not a "fly by night' or "in one season and out the next" proposition. When you buy a a No. 5 BIG ELI Wheel you are buying experience and getting the benefit of all the advertising that BIG ELI Wheels have been giving for the last twenty-five years.

If you want a riding device with steady earning power, built to last and with a minimum of overhead expense and at the same time containing plenty of flash, we call your attention to the photograph on page 97. This gives you an idea of the difference in height between the No. 5, 12 and 16 BIG ELI Wheels. You will readily see that the No. 5 is more compact and not being so high as the Nos. 12 and 16, makes an ideal riding device, both when you consider the earning power and portability.

Standard equipment with the No. 5, 1925 Model BIG ELI Wheel, includes the ELI Power Unit described on page 91; sixty 23 Watt Mazda Lamps and necessary wiring for same; loading platforms; ticket-box driving belt; necessary crates and boxes; ropes and tackle blocks; all tools necessary for the proper erection and operation of the Wheel, including a substantial tool box. Whether it be a No. 5, 12 or 16 BIG ELI Wheel, they are all shipped complete, ready for erection and operation.

The weight of the No. 5, 1925 Model BIG ELI Wheel with all equipment mentioned, including the ELI Power Unit mounted on truck, is 12,375 lbs.

If you are interested in purchasing a riding device, one that will give you entire satisfaction and at the same time produce a steady revenue, we respectfully request you to write us an will promptly and gladly send you printed matter and all descriptions, we will also quote you prices on this popular Model.

FOUR MODELS OF BIG ELI WHEELS

No. 6 No. 5 No. 12 No. 16

It was our intention when we dictated this article to write more especially for the benefit of Park men in general. The "Old Reliable" is a figurative way of expressing our confidence in the earning power and durability of the No. 12 BIG ELI Wheels. This was the first Wheel ever built by W. E. Sullivan, President of ELI BRIDGE COMPANY. Mr. Sullivan not only built this Wheel but also operated it, thereby gaining considerable experience and that combined with being a Master Mechanic, enabled him to build a riding device especially fitted for outdoor amusement people who are interested in Parks, Piers, Beaches, etc.

Our No. 5, which is described in detail on a separate page in this edition of the OPTIMIST, gives you an idea of the Wheel that we designed and built especially for traveling organizations.

Now, there must have been reasons for our bringing out the No. 16 BIG ELI. Our reason is, that Parks, Piers, and Beaches wanted a larger Wheel than the No. 5 or 12, so we were forced to bring out the No. 16.

The No. 12 BIG ELI Wheel is the intermediate size, one suited for either Park purposes or traveling organizations.

All BIG ELI Wheels are built portable. When you are erecting a BIG ELI Wheel, you simply pick up the first spoke you come to and it will fit in the hub at any place. This is also true of the seats, the towers, bases, etc.

SIZE AND SPECIFICATIONS OF THE NO. 12

The No. 12 BIG ELI Wheel is 45 ft. 3 in. high. The length of the base is 29 ft. 9 in. and from outside to outside of windbraces being 29 ft. 6½ in., you can readily see what space this Wheel would occupy in your Park, Pier or

Beach.

The No. 12 BIG ELI Wheel carries 12 standard BIG ELI seats, which give it ample carrying power to produce a large net profit. These seats are finished in red and green which alternate. There is also a description of the decoration on these seats found on page 94 of this issue. All BIG ELI seats are built with a maximum of safety.

The No. 12 BIG ELI Wheel may be used by traveling organizations or if you desire a medium priced Wheel and also one of great earning power, you will not be disappointed in purchasing a No. 12 BIG ELI Wheel for your Park, Pier or Beach. Whether you are connected with Carnivals, traveling organizations or whether you operate it in a Park, there is an important feature about the riding device that other riding devices do not possess. BIG ELI Wheels were built with the idea of giving a smooth, even ride and not to cause seasickness, dizziness or unpleasant sensation to riders. For several years we experimented with power in order to do away with the jerk and jar caused by the stopping and starting of the Wheel. It is the experience of members of the BIG ELI force that we have stood and watched "repeaters" ride the BIG ELI Wheel time and again. The Writer at one time watched a BIG ELI Wheel in operation and was amazed to find that one young lady had ridden this Wheel 15 times in succession. We merely make this statement to give Park Managers and other persons interested in the purchase of a BIG ELI Wheel that this will not cause dizziness or seasickness and thereby prevent people from repeating on this ride.

BIG ELI Wheel owners have told us that when BIG ELI Wheels were operated close to a dance hall that when the dance patrons became warm and wanted to get the cool air, they invariably came and bought tickets to ride the BIG ELI Wheel. If you are a sound business man you can see the philosophy of this agrument.

SIZE AND SPECIFICATIONS OF THE BIG ELI NO. 16

The Aristocrat of all BIG ELI Wheels is what we call our No. 16. This Wheel stands 55 ft 2¾ in. high and carries 16 patented, safety BIG ELI seats, whereas the No. 12, which we have previously described in this article, only carries 12. You can readily see that four seats will give added earning capacity.

We have the following unsolicited testimonial from an amusement company who operates in a Park, (name to be supplied on request) who says: "Our BIG ELI No. 16 is still running as smoothly as it did the day we put it up and we consider it one of the smoothest rides it has ever been our pleasure to operate."

Standard equipment with the No. 16, 1925 Model BIG ELI Wheel includes and ELI Power Unit, although you may purchase this ride without the ELI Power Unit. If you have electric current in your Park and do not care for the ELI Power Unit, we will quote you prices less the ELI Power Unit. Standard equipment includes also, eighty 23 watt Mazda Lamps and necessary wiring for same; loading platform; ticket-box driving belt; necessary crates and boxes; ropes and tackle blocks; all tools necessary for the proper erection and operation of the Wheel, including a substantial tool box. In fact all ELI Wheels, whether it is a No. 6, 5, 12 or 16, are shipped complete, ready for erection and operation.

The weight of the No. 16 BIG ELI is 18,060 lbs. If you are contemplating the purchase of a riding device for your Park, Pier or Beach and will write us, we will promptly and gladly send you all information and describe any or all of the different points about the No. 12 or No. 16 BIG ELI Wheel. We will quote prices and terms, which are no higher in actual investment and operation value than the quality of these products. Kindly write us for more detailed information about these two popular Park Models.

UNDER THE CRAB-TREE

Dear Crab: As an Editor, you would make a good Corn-Doctor.

"What kind of a Preacher is the Reverend Baltimore Skidmore?" said a friend of Deacon Elderberry. "Well, he's a pretty fair speaker, but he lacks terminal facilities."

NO FREE DELIVERY

"Brethren and Sistern sinners," shouted the culled pahson, "You all come aroun' arg'fyin' 'bout havin' to pay to hear me preach a'ter I done said that the word of the Good Lawd was free. Now lemme tell you all, lemme tell you that the water in de ribber am free, too, but you all got to pay to hab it delivered to yo' house! Dat's me! I deliver de word of de Good Lawd, an' yo' wuthless sinners hab to pay fo' it—dat's all."

We were on a train going into Cincinnati last January, when a Southern gentleman got up in a crowded car and offered his seat to a lady. Just then a traveling man pounced into it. He would have been 32 years old next September.

Dear Sir: In answer to yours of recent date, beg to advise that the death rate here is the same as elsewhere—one death for every inhabitant.

Our old friend, Judge Hairgrove, has just returned from Florida and while there learned that all the robbers were in business and doing well.

Our neighbor Hen Sneeze has always been an early riser, whereas his wife Lizzie likes to snooze late, which trifling difference has caused no little argument. Hen's clock got out of fix the other morning and struck 29 times. Hen awoke and counted, he promptly sat up in bed and said, "Get up Lizzie, it is later than I've ever known it to be."

SEND IT IN

If you have a bit of news,
Send it in.
Or a joke that will amuse,
Send it in.
A story that is true,
An incident that's new,
Send it in.
Will your story make us laugh?
Send it in.
Send along a photograph,
Send it in.
Never mind your style,
If it's only worth the while,
And will make the readers smile,
Send it in.

KEEP OUT

"I saw a quarantine sign on your house this morning. Who's sick?" "Nobody. Pop's got a new cross word puzzle book and doesn't want to be interrupted."

Our old friend, Dr. McLaren, had been summoned at an unseasonable hour and was not in the best of humor. An inquisitive fool addressed him.

"Somebody sick in there, Doc?"

"Oh! no, I'm just going in to give him his music lesson", said Doctor.

Our old friend, Bill Lazenby, will plant a lot of macaroni this year. Bill says the purple variety stands the early frosts better than the kind he has been raising.

Dear Crab: Ollie Peters, who went to school with us, is lying at death's door." That's Ollie, all right, at death's door and still lying.

HEARD IN JACKSONVILLE

"I tell you," went on the lady at a hotel, getting quite angry, "I won't have this room. I ain't going to pay my money for a pigsty; and as for sleeping in one of them beds, I simply won't do it."

"Get on in, mum," said he. "This ain't your room; it's the elevator."

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Know Your Neighbor

Get acquainted with your neighbor!
  Stop and pass the time of day;
You may get a lot of pleasure
  From the things he has to say.
You may find a different fellow
  Than you thought him at the start;
You may form a mutual liking,
  Though your views be far apart.

He may have a good suggestion
  That's the very thing you need—
That will bring you fame or fortune
  If you cultivate the seed;
He may need some small assistance,
  In a purely personal way,
That you'd feel quite free in giving,
  So why treat him like a stray?

How is one to love his neighbor,
  As the Bible bids us do,
If you never get acquainted—
  If he's not a help to you?
Would each happy wife be married
  To her present choice of man,
If she hadn't learned to know him
  In a way no stranger can?

You may some day be a stranger,
  Like the man who's just "moved in,"
Meeting folks with good intentions,
  But who just forget to grin.
Friend, regardless of your calling—
  Whether business, field or labor—
Know the fellow at your elbow—
  Get acquainted with your neighbor!